

DEC 21 2004

Docket No.: B2745.0023/P0023  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: T. V. Huynh

For: EASILY MODIFIABLE MACRO TAG FOR  
INTERNET ADVERTISING

**TRANSMITTAL LETTER**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith are the following documents:

- 1) Petition for extension of time under 37 CFR 1.136(a).
- 2) Credit Card payment for extension of time fee (Form 2038).
- 3) Amendment in response to Office Action.
- 4) Declaration of Charles R. Martin under 37 CFR 1.132.
- 5) Correspondence Change of Address (form sb0122).
- 6) Statement under 37 CFR 3.73(b) (Form sb0096).

Respectfully submitted.

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman for Assignee

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Jonathan Dorfman

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Examiner: T. V. Huynh

For: EASILY MODIFIABLE MACRO TAG FOR  
INTERNET ADVERTISING

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION MAILED  
AUGUST 25, 2004**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is an amendment in response to the non-final Office Action mailed August 25, 2004 in the above-identified application. Reconsideration and allowance of the application is respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.